



31,000 Extra Calls Per Day!

The excessive use of some telephones is now the big problem in your telephone service. Whether you are trying to make one line do the work of two, or whether you are permitting unnecessary and unauthorized use of your line, the solution still remains in your hands.

Just think of this! From September to November the number of calls per day in Memphis increased 12 per cent per average station.

That was 23,200 extra calls daily on the present number of telephones.

Even more important is the fact that there were 2,958 extra calls during the busy hour. All this traffic is aside from the growth in telephone stations.

Taking into account the new telephones and the great growth in traffic, you are now making 31,000 more calls every day than you made in September. In the busy hour there are 3,848 extra calls.

This increased load on the switchboard is sufficient to require the services of twenty-two additional operators.

So, you see, somebody is using the telephone a great deal and the service is in constant demand, despite the comment frequently made about it.

In Memphis many lines are averaging as many as one hundred calls every day, and their lines are so clogged with messages that an excessive number of busy reports are produced, which reacts to impair the general service.

True, you are paying a flat rate for your service, and are entitled to use it as much as you like. We want you to get full value out of it, but that doesn't mean that you should break it down.

You rent your office or store space at a flat rate, and can utilize it as you wish within the bounds of reason. But when your business or your organization grows beyond the capacity of your space, you don't keep crowding people and furniture in it. You add more space because it is profitable to add more space.

The telephone is no different. It can carry only one message at a time and only a given number during the busy hour. When it reaches its capacity you should get another line. Otherwise, you clog it with messages and not only block your own service, but make it difficult for others to get proper service.

There is nothing that will help the service more than for you to get enough telephone lines to handle your growing telephone needs. If your present facilities are ample, then see that unnecessary and unauthorized calls are eliminated.

It is our part to protect your present service as well as to supply your additional needs. To this end we are calling upon many of those whose use of the service has outgrown the capacity of the present lines.

If your line is overloaded, don't wait. Come to us now.

Frank Flournoy, District Manager

CUMBERLAND TELEPHONE AND TELEGRAPH COMPANY

Incorporated

Two Divorces In Hickman For Every Marriage License

HICKMAN, Ky., Jan. 15. (Sp.)—Pulaski county circuit court will convene here on next Monday, Jan. 18, for the regular January term. Jurors have been summoned and preparations all made.

The number of divorce suits brought for this session of circuit court is the largest ever known, and for every wedding that has taken place in the county during the past year, there have been two separations and divorce suits, a situation that is alarming, the divorce evil seeming to grow every year.

JONESBORO BANKS MAKE GOOD RECORDS

JONESBORO, Ark., Jan. 15. (Sp.)—The banks of Jonesboro held their annual election of directors and officers yesterday.

The Bank of Jonesboro elected the following officers and directors: T. J. Ellis, president; W. W. Cate, vice-president; J. E. Parr, acting vice-president; J. E. Moore, cashier; W. T. Lane, assistant cashier; F. E. Godwin, assistant cashier. The directors are: T. J. Ellis, W. W. Cate, J. E. Parr, J. E. Moore, W. T. Lane, Jr., J. H. Little, J. C. Hawthorne, R. L. Stringer, L. A. Ritter, A. B. Jones and W. S. Dacus.

The First National bank elected the following directors and officers: H. H. McAdams, president; H. H. Watson, vice-president; H. H. Peel, H. J. Bosler, W. M. Coder, R. T. McDaniel, A. P. McMurray, C. Boydston and C. W. Pittenger, directors. The officers are: H. H. McAdams, president; H. Watson, vice-president; A. P. McMurray, acting vice-president; C. W. Pittenger, cashier; J. J. Bruckshaw and Fred Barnett, assistant cashiers.

The Jonesboro Trust company elected the following directors and officers: G. W. Puryear, Gordon Matthews, E. J. Mason, Thomas Burruss, G. G. Lynch, F. E. Mason, W. S. Ellis, Horace Sloan, F. R. Puryear, J. M. Johnson, J. W. Armstrong, directors.

G. W. Puryear, president; Gordon Matthews, vice-president; E. J. Mason, vice-president and treasurer; J. W. Armstrong, vice-president; W. L. Gatz, secretary; C. E. Barnett, assistant secretary; Nathan Deutsh, assistant secretary.

American Trust company, R. H. Berger, president; Dr. C. M. Lutterloh, vice-president; Alex Berger, cashier; Directors: C. D. Frierson and E. Less.

All the banks have shown enormous gains in their annual reports.

PINE BLUFF TO HOLD MUNICIPAL ELECTION

PINE BLUFF, Ark., Jan. 15. (Sp.)—The Jefferson county central committee will meet Friday afternoon to fix the date of holding the city primary election at which time city attorney, city clerk, municipal judge and four councilmen are to be nominated.

STRIKE IS SETTLED

PINE BLUFF, Ark., Jan. 15. (Sp.)—The plumbers' strike which began Jan. 1 when the union men demanded an increase from \$6 to \$5 per day was settled Thursday when an agreement was reached between the union men and the master plumbers whereby the minimum scale will be \$7.

The new contract is for a period of six months and under it men who are worth more than the scale will receive additional pay for their efficiency.

PRECISION IN VISION

The alterations in our fitting rooms are completed and more conveniently arranged than ever. Service is our hobby and you will find it to your advantage to have glasses fitted here.

No Drops Used In the Eyes.

Goodell Optical Co.
COR. MAIN & MONROE

SCARLET FEVER SIGNS ON MANY HOMES

Scarlet fever, as a general thing, is attended with sore throat and cough, and is a result of a specific contagion generally considered to be of a bacterial order. It generally commences with vomiting, high fever and sore throat, the respiration being increased and pulse very rapid, indicating that it involves the mucous membrane of the stomach and throat. It is different from measles and can be easily distinguished by a much higher fever than in measles, under pressure of the finger the redness of the eruption remains, whereas in measles it does not. The use of Mucosolvent, promptly administered, in apt, cool and an effective preventive of the disease, and in any case it certainly cuts it short, effecting speedy relief.

Mucosolvent is an ideal household remedy, recommended in treatment of coughs, colds, croup, whooping cough, sore throats and tonsillitis.

Price the and \$1.50, at all drug stores, adv.

LADY PINK TOES HAS HER INNINGS

There is no excuse today for women to have ugly, painful corns

For a few cents you can get a quarter ounce of the magic drug freezone recently discovered by a Cincinnati chemist.

Apply a few drops of this freezone upon a tender, aching corn or callus and instantly, yes, immediately, all soreness disappears and shortly you will find the corn or callus so loose that you can pull it out with your fingers.

Just think! Not one bit of pain before applying freezone or afterwards. It doesn't even irritate the surrounding skin.

Hard corns, soft corns or corns between the toes, also hardened calluses on bottom of feet, just seem to shrivel up and fall off without hurting a particle. It is almost magical. adv.

Goodell Optical Co.
COR. MAIN & MONROE

CREDIT

Our credit plan makes your furniture buying easy without the usual red tape and delay.

JOHNSTON FURNITURE CO.
227-229 SO. MAIN STREET

TERMS

Will be arranged to suit your convenience, which makes buying here equal your means.

JANUARY FURNITURE CLEARANCE

In view of advancing prices the liberal reductions we've placed on our entire stock of brand new furniture (new styles, new fashions, newly bought), is without doubt the most creditable furniture selling event that has been offered you. This sale should command the attention of every conservative man and woman in Memphis who wish to complete or replenish their household needs.



Bed Room and Living Room FURNITURE

EXCEPTIONAL VALUES

\$110 to \$4.95

From our new stock of bedroom furniture you're sure to find the style and finish you want at the price you want to pay.

\$85 to \$465

An ideal match for your living room is among our extensive stock of living room suites at an attractive price.



RED STAR

Detroit Vapor Oil Stove

WORKS LIKE GAS SAFE AND ECONOMICAL

Fill the tank with ordinary kerosene and you have a perfect "GAS" Stove that operates 50% cheaper than gas, wood or coal range, and without the usual dirt, soot or odor. Superior features place the Red Star in a class by itself, so don't confuse it with any other oil stove. They're year-round performers. Buy now to assure immediate delivery—the shortage is acute. We handle them exclusively in this territory and guarantee them.



The Dead

Mrs. Elizabeth T. Mitchell.
HUNTSVILLE, Ala., Jan. 15. (Sp.)—Mrs. Elizabeth T. Mitchell, 74, widow of the late James A. Mitchell, died Wednesday night. She is survived by two sons, S. P. and R. O. Mitchell, and one daughter, Mrs. J. W. Matlock.

Mrs. W. P. Smith.
BRISTOL, Tenn., Jan. 15. (Sp.)—Mrs. Belle Smith, 60, wife of W. P. Smith, president of the Bank of Limestone, died Monday in a hospital at Hopkinsville, Ky. She is survived by her husband, W. P. Smith, one daughter, Miss Meda Smith, and three sons, Herman, John and Frank Smith.

The body was brought to Limestone, where funeral and burial services were held.

Edward P. Faidley.
BRISTOL, Tenn., Jan. 15. (Sp.)—Funeral services for Edward P. Faidley, Confederate veteran and prominent citizen, who died here, were held at the Rev. J. C. Orr, church and interment was in East Hill cemetery.

W. C. Shearwood.
TREZEVANT, Tenn., Jan. 15. (Sp.)—W. C. Shearwood, aged 67, died at his home a few days ago in the Nineteenth district of this county of measles and other complications. The deceased was a member of the M. E. church and his body was buried at Union Academy cemetery.

Mrs. Ola G. Allen.
HICKMAN, Ky., Jan. 15. (Sp.)—News was received here yesterday by telegram announcing the death of Mrs. Ola Gaudin Allen at her home in Robinson, Ill. The remains will arrive here today.

HELENA BANKS ELECT OFFICERS FOR YEAR
HELENA, Ark., Jan. 15. (Sp.)—Five Helena banking institutions Tuesday elected directors. The People's Savings Bank and Trust company will hold its annual election of officers the first Wednesday in February.

At a recent meeting of the Security Bank and Trust company it was decided to increase the capital stock from \$100,000 to \$200,000. It also is understood the Interstate National bank will on Feb. 1 increase its capital stock to \$500,000.

Officers of the four banking institutions follow:

First National Bank—Edward S. Ready, president; C. S. Fitzpatrick and H. P. Anderson, vice-presidents; T. W. Wall, cashier; H. L. Franklin, assistant cashier; J. M. Faulkner, assistant cashier; J. B. Shinn, auditor.

Security Bank and Trust Company—S. Moore, president; Joseph L. Solomon, first vice-president; David Solomon, second vice-president; Louis Solomon, cashier; I. A. Mett, assistant cashier.

First National Bank—C. C. Agee, president; W. N. Straub, first vice-president; T. H. Faulkner, second vice-president; Robert Gordon, Jr., cashier; Charles W. Arkoff, assistant cashier; J. W. Vineyard, attorney.

Guaranty Loan and Trust Company—E. S. Ready, president; A. N. Tamm, vice-president; H. P. Anderson, secretary; E. R. Crum, treasurer.

TOWN AND FARMS SELL FOR MILLION
PINE BLUFF, Ark., Jan. 15. (Sp.)—News has reached here that the Blue Cook Oak company, of Blueville, has been sold to the Jerome Hardware Lumber company for a little more than \$1,000,000, and makes one of the largest deals transacted in the state.

The entire stock of the new company is owned by Otto Schupp and William J. Wickes, of Saginaw, Mich., and H. P. Moeller, of Blueville, who are respectively president, vice-president and secretary-treasurer.

The sale involved 5,000 acres of timber land, 34,000 acres of cut-over land, 2,000 acres in cultivation, railway, sawmill, flooring mill, general store, gin, town of Blueville and 7,000,000 feet of flooring.

It is planned to improve the town and to have its name changed to Jerome. The cut-over lands have already been negotiated for by the Jackson-Vreeland corporation of Kansas City, Mo., who have already opened headquarters at Blueville for the sale of the land to settlers in tracts of any size desired.

BIG ELK VISITING ARKANSAS LODGES
JONESBORO, Ark., Jan. 15. (Sp.)—Dr. H. W. Jones, chaplain of the Elk lodge, No. 4, in Chicago, and past chairman of the New York State Elk's association, was in the city yesterday and addressed the Elk's lodge last night on the subject of Elkdom's Lodgation from the Standpoint of a Clergyman. He gave a masterly address. Dr. Jones is visiting every Elk's lodge in the state of Arkansas.

CALL BY BAPTISTS FOR STATE WORK
BLUE MOUNTAIN, Miss., Jan. 15. (Sp.)—Dr. R. A. Kimbrough, of Blue Mountain, who is now serving as pastor of Lowrey Memorial Baptist church, has recently received a call to become one of the six general supervisors of the Baptist activities in Mississippi.

Fluorine Fuming for deep colds, difficult breathing, etc. adv.

OMARRIAGES
Steed-Kennedy.

PINE BLUFF, Ark., Jan. 15. (Sp.)—The marriage of Miss Grace Steed and Sam Kennedy of Hunter, Ark., was solemnized by the Rev. E. E. Morris Thursday afternoon at the latter's residence in the presence of a few friends. Mr. Kennedy is a business man at Hunter and his bride was a teacher in the school of that place but was a resident of this city.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

CROSS-TOWN Market

A. S. PICARD, Prop.

SATURDAY SPECIALS

Flour

Omega Flour

Is advancing every day, and we absolutely guarantee that the price at which we are offering this flour, cannot be duplicated in a wholesale way.

We also guarantee that the same flour will be

From 10% to 15% Higher

In the next 10 days than it is now.

Omega Flour in 24-lb. Sacks

\$2

Per Sack

This is for cash at our store, and we will not deliver unless other articles are bought with it.

Tel. Hem. 592-593

Cleveland and Madison.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

BACKACHE AND HEAVY FEELING

Weak, Nervous, Restless

Woman in Arkansas Hears of Cardui, Tries It and Is Greatly Benefited, Now Recommends It to Others.

Peach Orchard, Ark.—Mrs. Nonie High, who lives near here, states: "Sometime ago I began to have trouble with my back. I would ache and I could hardly get up when dawn. I was so weak I would just drag around and did not feel like doing anything at all. I was so nervous I felt I could scream, and . . . such a heavy feeling I could not rest at all. It looked like I was going to get down in bed. . . . I heard of Cardui and thought, I would try it and see what it would do for my case. After taking a few bottles I grew stronger. . . . The bloated, heavy feeling left me. I wasn't so nervous, in fact, felt better all over. I took 12 bottles and certainly was greatly benefited and can recommend it to anyone as a tonic or builder. I often tell others how it helped and strengthened me."

Cardui is a mild vegetable tonic, with no bad after-effects. Its ingredients act in a helping, building way, on the womanly constitution.

Ask your druggist. He knows about Cardui. Some druggists have sold it for 40 years. adv.

COUNT FIFTY! NO NEURALGIA PAIN

Don't Suffer! Instant Relief Follows a Rubbing With Old "St. Jacobs Liniment."

Conquers pain—never fails. Rub soothing, penetrating "St. Jacobs Liniment" right on the aching point, and out comes the neuralgia misery.

Here's a joyful experiment! Try it! Get a small bottle from your druggist; pour a little in your hand and rub it gently on the sore, aching nerve—before you realize it—in a moment—all pain and neuralgia disappear. It's almost magical, but the joy is, that the misery doesn't come back. No! The nerve is soothed and congestion is relieved and your neuralgia is overcome.

Stop suffering! It's needless neuralgia and pain of all kinds, either in the face, head, limbs or any part of the body, is instantly banished by "St. Jacobs Liniment" is perfectly harmless and doesn't burn or discolor the skin, in use for half a century. adv.

A Smooth, White Skin That Defies Weather

During the months of biting winds and intense cold, you who would keep your skin smooth, white and velvety, should turn your attention to mercurochrome. Nothing else will so effectively remove a chapped, roughened, scaly surface. By gradually absorbing the weather-beaten cuticle, the complexion is kept in perfect condition, and even the beauty of expression appears more pronounced.

If your skin is blotchy, pimply, coated, over-red or sallow, why not shed it? One ounce of ordinary mercurochrome, to be had at any drug or department store, will completely transform the most unattractive complexion in less than a fortnight. Use the wax nightly like you use cold cream, washing it off mornings. adv.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

JUNIPER TAR

The Dependable Remedy for All COUGHS COLDS Sore Throat 60 Doses, 30c AT DRUGGISTS

Keep Juniper Tar in the medicine chest for emergencies.

HAVING SHAVING TROUBLE? SEE

Master Cutlers & Grinders

55 W. Court Ave. Near Front. HOLLOW GRINDING, HONING.

"Laxative Bromo Quinine Tablets"

E. W. Brown

Money back without question if HUNT'S Salve fails in the treatment of ITCH, ECZEMA, RINGWORM, TETTER or other itching skin diseases. Try a 25 cent box at our risk.

ITCH!

Bowels on Schedule Time

—the bile flowing freely, the fermenting body poisons eliminated. Dr. King's New Life Pills make the bowels function regularly and keep the system cleansed of gaseous impurities. 25c a bottle, all druggists. adv.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

KIDDIE'S CROUP MUST BE CHECKED

Dr. King's New Discovery Will Do That Very Thing, Easily and Quickly.

Don't say, "Poor little youngster—I wish I knew what to do for you!" Just give a little Dr. King's New Discovery as directed and the croupy cough won't linger.

A cold is not to be fooled with. Get after it at once. Loosen the congestion, the phlegm-stuffiness, and the throat torture.

A family remedy for colds, coughs, croup, and kindred attacks. Fifty years a friend to cold-sufferers. Fifty years of highest quality. 50c and \$1.20 a bottle—all druggists.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

Read News Scimitar Want Ads.

ZELLNER'S CLEARING SALE IS ON

Among the many items are included for women:

Black Kid Lace at \$4.95, \$5.95 and \$9.95.

Black Kid Button at \$4.95, \$5.95 and \$7.95.

Gray Kid Lace at \$6.95, \$7.95 and \$